



**It starts with the first step.  
It is not a race or a competition it is a  
motivation to take strides in the right  
direction to just keep moving forward.  
You can do it!**

## **Walk Massachusetts Challenge**

**Funded by  
Blue Cross Blue Shield**

**Sponsored by  
Massachusetts Council on Aging**

Lace up your sneakers  
The Walk Massachusetts Challenge is back

10 lucky people will win a \$50 Visa gift card  
25 people a \$25 Amazon gift card  
50 people a \$10 Dunkin' gift card  
The first 500 people who participate will receive a  
handy reflective wrist band and sports pack,  
perfect for carrying your water bottle, keys and  
phone.

Open to individuals 60 years and older

This year features more walking options and more prizes! With five individual goals, there's a challenge for everyone - from walking 65 days to walking 692,000 steps - each tied to a fun Massachusetts fact. And 10 lucky people will win a \$50 Visa gift card, 25 people a \$25 Amazon gift card, and 50 people a \$10 Dunkin' gift card. The first 500 people who participate will receive a handy reflective wrist band and sports pack, perfect for carrying your water bottle, keys and phone.

**Our Senior Center could win:** For each person who completes the challenge, our Center gets entered into a drawing to win up to \$1,000 for future programming!

### **Here's how it works:**

1. Individuals sign up at [www.mcoaonline.com/walkma](http://www.mcoaonline.com/walkma)
2. The program runs from May 1 to September 30
3. Choose a challenge from one of 5 different levels - walking for days, time, miles, or steps. There's something for everyone!
4. New this year - we have an online tracking form! They can **track their walking online** by creating a user name and password, or use the chart in our printable **walk journal**.
5. You don't need a fitness watch or tracker you can estimate time and steps (average walking can walk about 3 miles an hour so walk 20 minutes a day about a mile)
6. At the end of the challenge, you submit your journal (online, or hand in to the Senior Center)
7. You will be entered in to have a chance to win.

If you need help signing up or to get copies of excel spreadsheet to keep track of your steps  
Contact Susan Tilton email: [stilton@northreadingma.gov](mailto:stilton@northreadingma.gov) or call 978-664-5600